

Accenture and Genesys: Providing customer service solutions that transform the customer experience



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Accenture and Genesys have joined forces to help reshape the ways companies deliver the customer experience.

Genesys is a leading provider of customer-enabling contact center software to large enterprises. More than 3,000 customers in 80 countries worldwide use Genesys software to handle more than 100 million customer interactions every day. Accenture, a global management consulting, technology services and outsourcing company, brings broad and deep experience in helping organizations across the whole range of industry sectors to maximize the effectiveness of all their customer interactions and customer relationship management (CRM) activity across a range of platforms.

Accenture's High Performance Business research shows that delivering a consistently exceptional customer experience across all points of contact is

an essential capability for achieving high performance. That is why Accenture has teamed with Genesys to create integrated solutions and tools that help businesses in all industry sectors to increase the value that their contact center operations and Web channels can generate.

Accenture-developed customer portal solution for the communications industry

After a period of intense cost pressure and major restructuring, growth is now at the top of the agenda for communications providers. To drive toward achieving that goal, they need to make sure that they can address their existing customers' needs by providing new products and services while attracting new customers. Innovation is creating more complex offerings and customers are increasingly buying more than

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one service from each provider. Multiple service offerings make managing sales and support inquiries a major challenge, but can also create a significant competitive advantage if managed effectively. A consistently good customer service experience is a tested differentiator leading to higher sales and high levels of customer retention.

These customers want services that are relevant and personal to them, and providers need to present them in the most efficient way possible, with a seamless, branded customer experience across all channels. Creating self-service environments is important for customers who wish to drive and track their own orders, but these self-service channels need to incorporate the ability to contact a customer service representative quickly for more information or detailed assistance with a product or service offering. And to remain competitive, communications providers have to make sure that the costs of providing such a high level of service are kept firmly under control.

To help our clients address these communications industry imperatives, Accenture developed a customer portal solution as part of the Accenture Communications Solutions suite. Accenture Communications Solutions is an integrated suite of Accenture's leading-edge business solutions for communications service providers. These innovative and practical solutions address communications industry challenges and business opportunities with ready-to-use components prepackaged within a robust, common integration framework and aligned with industry standards.

The customer portal solution is a comprehensive Web portal that allows communications providers to meet the rapidly developing needs of their customers, resulting in more effective customer interactions. Empowering the customer to buy, choose and have access to self-service options goes hand-in-hand with real business benefits. The window of opportunity to buy is effectively expanded to 24 hours a day, 7 days a week, whilst the costs associated with gaining customer share are reduced. According to

Forrester Research, agent-assisted voice calls average more than \$6 operating expenditure per call whereas a typical self-service interaction costs less than \$2 per call.

The solution addresses the needs of communications customers across the product and service life cycles by:

- Providing a portal that enables customers to complete transactions over the Web.
- Improving usability and sales through the Web channel.
- Delivering a consistent and personalized customer experience across all communication channels.
- Reducing operational costs for customer services through the deployment of effective channels.
- Leveraging a service-orientated architecture approach.

The customer portal solution has been integrated with Genesys applications to provide the following customer contact capabilities:

- Web-chat integration.
- Co-browsing integration.
- Inbound e-mail integration.

Accenture-developed computer telephony integration (CTI) solution for all industries

One of the key determinants of contact center success is the integration of computing power with telephony systems. This integration improves the efficiency with which calls can be handled as well as providing agents with access to customer information in a seamless flow between Web, voice and other data channels.

The Accenture CTI solution combines the in-depth experience and "plug-and-play" approach of Accenture with the leading contract center software solutions provided by Genesys to support the swift adoption of call center operations that improve business performance. The solution comprises a number of components:

Inbound, outbound and media-blending capabilities that allow agents to receive calls from customers,

proactively reach out to customers, and dynamically change from voice to e-mail or chat to support business needs.

A powerful call routing capability, including voice recognition, that allows call flows to be developed and changed quickly in response to developments in business and transaction flows.

A flexible softphone¹ application that connects with most customer relationship management packages.

A complete reporting suite that provides real-time monitoring capabilities as well as the ability to analyze performance at any level, from across the operation to individual agents.

Compatibility with Internet Protocol telephony environments through the introduction of the Genesys Session Initiation Protocol components ensures that as infrastructure changes occur the solution continues to support the business.

Together these capabilities can help companies achieve optimal results from their contact center operations, providing them with benefits such as:

- Ease of implementation, deployment and maintenance.
- Reduced implementation costs and time to market.
- Powerful, business-focused contact center administration.
- Reduced requirement for the technical knowledge and skills to implement and operate CTI.
- Technology that adapts to changes in both the business and technology infrastructure.

Our experience of CRM implementations in the United States and Europe has shown that using our customer contact solutions—for example client identification and workflow tools, mediabars on workstations and intelligent routing—can result in tangible financial savings. For example, a call center handling 20,000 calls a month which has implemented these, or similar, solutions can look to save around \$400,000 by reducing agent call times

¹ a softphone is software for making telephone calls over the Internet using a general purpose computer, rather than using dedicated hardware.

and call volumes, which results in a corresponding reduction in call center headcount. High-volume call centers can leverage these solutions to realize significant cost savings.

Voice-enabled claims management for the financial services industry

For insurance companies, customer retention is a key to high performance. Not only do longer term customers make fewer claims, but the costs of keeping existing customers compared to acquiring new ones are significantly lower. Generating customer loyalty hinges on the insurance company's ability to deal with claims efficiently and effectively. But customer service excellence also has to be executed within tight cost parameters.

To address these twin imperatives of low cost and service excellence, Accenture and Genesys have worked together to develop an approach that integrates the Genesys Voice and Customer Interaction Management platforms with Accenture Claims Components, a suite of software components that uses the skills and expertise of the most experienced claims handlers to create uniformly high standards of claims management throughout a claims operation.

In combination, these solutions deliver a powerful, high-quality and efficient claims process for insurance companies. The companies can then in turn provide policyholders with a personalized and efficient service that expedites the claims process through a process of intelligent, voice-activated self service. Information flows seamlessly through the claims system so that claimants need to provide their details only once, rather than being asked to repeat information at each interaction.

Callers are directed to the most appropriate staff or information to ensure that their inquiries are handled as quickly as possible. This process can be completed with no human interaction at all as the intuitive, natural speech interface can provide details of the claim's progress and other routine information. The considerable time savings for agents means that their efforts can be

directed to higher value activities such as cross-selling and up-selling to existing and potential customers.

Customer contact center solutions with SAP® applications for all industries

Customer representatives and others on the service front line need to have the right tools and capabilities to satisfy customer demands for rapid and accurate service. The business requires information arising from customer interactions in order to develop strategy and to make sure that the picture of customer behavior can be developed in real time. An integrated approach to customer relationship management and contact center channels is, therefore, vital to maximizing the value from all customer interactions. To achieve that goal requires the most suitable tools, the most resilient infrastructure and leading industry expertise. And these are the precise qualities that make the team approach created by Accenture, SAP and Genesys such a powerful proposition, comprising:

- Accenture's tested consulting and integration experience specifically in customer relationship management implementations.
- Accenture's focus on helping each client on its path to becoming a high-performance business.
- The market-leading contact center software solutions from Genesys.
- SAP Customer Relationship Management (SAP CRM) applications integrated with back-office applications and data.

The combined strengths of this team mean that customers can implement powerful solutions in their contact centers quickly and reliably in order to achieve major benefits. These benefits include the ability to:

Transform customer service through a high level of personalization including automatic identification of callers and customer profile-based routing.

Boost sales through effective customer segmentation and analysis to achieve cross-selling and up-selling opportunities.

Drive efficiency by increasing agents' productivity through the ability to combine real-time customer interactions and offline activity. Voice and e-mail scripts can be tailored alongside information germane to each caller so that agents can respond quickly and appropriately to each caller. Callers can also be empowered to handle routine transactions via voice self-service systems.

High performance delivered

As the examples below demonstrate, by working with Genesys and other alliance partners, Accenture uses its extensive research and market-leading experience to help businesses drive toward high performance.

Accenture was asked to implement a new Customer Relationship Management solution at a European consumer goods company. SAP CRM and Genesys were selected due to the seamless integration between the two applications. As a result of the new solution, average waiting time for callers has been greatly reduced: 85 percent of telephone calls are now answered within 20 seconds compared to 40 percent prior to the implementation.

A European utilities company turned to Accenture to look for new ways of improving service levels. It chose to implement a centralized customer contact center based on an integrated infrastructure comprising SAP and Genesys applications. The business benefits realized by the client as a result of the implementation consisted of:

- Average call times are reduced by approximately 15 seconds.
- Eighty percent of calls are now answered in 20 seconds (as opposed to 10 percent previously).
- A 5 percent reduction in the number of calls coming to agents due to the introduction a self-service option.
- Customer call waiting time is at a maximum of six minutes (down from 30 minutes).

About Genesys Telecommunications Laboratories, Inc.

Genesys, an Alcatel-Lucent company, is the only company that focuses 100 percent on software to manage customer interactions over the phone, Web and in e-mail. The Genesys software suite dynamically connects customers with the right resources—self-service or assisted-service—to fulfill customer requests, optimize customer care goals and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation. For more information, go to www.genesyslab.com or visit the industry blog at www.betterinteractions.com

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with client to help them become high-performance businesses and governments. With more than 181,000 people serving clients in over 120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended August 31, 2008. Its home page is www.accenture.com.

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